

JANAE THOMPSON

Content Creator

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PROFESSIONAL PROFILE

Established and diligent Copywriter with 5+ years of experience in writing copy for various media including social, print, video, and websites. The understanding of ensuring high editorial standards to keep the brand's voice consistent through all channels. Seeking to leverage exemplary content development goals, brainstorm creative concepts and mastery of tough deadlines.

AREA OF EXPERTISE

- Short- and long-form Writing
- Project Workflows
- Proofreading/Grammar
- SEO
- Keyword Research
- Social Media Trends
- MultiChannel Campaigns
- Competitive Gap Analysis
- Collaboration
- Writing/Editing
- Visual Content
- Attention-to-Detail

SKILLS OVERVIEW

- Ability to assess and manage complex obstacles; viewed as a strong troubleshooter in intense and demanding environments.
- Proven ability to develop strong relationships across cultures and to provide decisive team leadership in a fast-paced environment.
- Thorough problem solver who is result-oriented and proficient in managing keyword research, overcoming social media management barriers, and executing multi-team feature deliveries to ensure quality outcomes.

PROJECT ACHIEVEMENTS

- **Praised** by Aurora Rogue in July 2022 for going above the call of duty to ensure that the agency's brand voice, stayed consistent through all social channels while enduring a brand change, increasing engagement by 54%.
- **Thanked** in February 2020 by one of the Editors of The Dade Group, LLC for showcasing the ability to remain calm under strict deadlines by clients and making quick editorial changes, which decreased overall inefficiency by 31% for the year and increased net profit by 18% for the fiscal year.
- **Applauded** by the Iconic Youth News Editors in August 2018 for demonstrating an exceptional talent for creative and technical keyword research and developing influential digital media content for subscribers, thus increasing overall audience engagement levels by 35%.

WORK HISTORY AND RESPONSIBILITY SUMMARY

Aurora Rogue

Content Marketing Copywriter | April 2022 - Present

Remote Location

- Perform multiple site crawls with Screaming Frog and SEO On-Page site audits to examine site errors and KPI progress.
- Direct the internal and external Content Copywriting/ Branding services for Aurora Rogue.
- Manage and maintain 4 social media marketing strategies for each client to ensure their brand voice remains consistent through all channels.
- Prepare content strategies for monthly evaluations while conducting keyword research to inform client strategy.
- Form inbound campaigns to generate leads and sales through 4+ digital channels for each client.

Dade Group, LLC

Copywriter | September 2019 - March 2021

Remote Location

- Collaborated with members and creative supervisors on over 60+ long-form published articles that combine new and original media to assist clients in communicating with their target demographics.
- Delivered necessary content edits with clients and ensured that they are 100% satisfied with the ROI.
- Created site content, print, and social media posts with audience growth and engagement in mind with the help of SEMRush to keep the copy tone consistent with the needs of 20+ clients.
- Created on-strategy copy with SEO optimization to better engage the clients' target audience through different advertising channels that now receive an approx. 23% increase in web traffic per month.
- Managed multiple projects at a time and still upheld high attention to detail, clarity, and quality.
- Developed copy that creatively highlights the benefits of the client's services uniquely for web publishing.
- Maintains an archive of copies, images, writing templates, scripts, and sources in case of software corruption.

The Iconic Youth

Intern Copywriter | March 2017 - August 2019

Atlanta, Georgia

- Wrote blogs in short- and long-form copy for the news outlet's website.
- Worked with short deadlines and covered time-sensitive news material to stay on top of trends.
- Pitched strong content ideas and developed editorial copywriting skills with internal and external teams that increased website engagement by 32%.
- Coordinated project-based content strategy for The Iconic Youth content calendar.
- Developed, wrote, and edited 6 monthly newsletters, that were distributed to 2K+ audience members in Georgia.
- Produced SEO-focused articles, which increased web traffic by 27%.
- Created compelling titles and taglines that were aimed at new audience members and influencers.
- Evaluated the AP Stylebook to make sure that the articles were being written in a professional voice and still gave room to adapt to the outlet's tone.

EDUCATION

2014 - 2019 | Georgia State University
Bachelor of Arts - Journalism

Atlanta, Georgia

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SEO Manager

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References

Tangela Ballard, Content Editor

Remote Location

Dade Group, LLC, Digital Content Department

(678) 642 - 0385

Chuly Phanthadara, SEO Content Writer

Remote Location

Dade Group, LLC, Digital Content Department

(404) 434 - 2421

Jalissa Clay, Content Writer

Atlanta, GA

The Iconic Youth, Content Development Department

(404) 483 - 7262